

Case Study: 'The Plan' Brand Campaign



The Issue

AGL was launching a new comms campaign at a time of rising energy prices and sustainability challenges.

AGL wanted to understand the potential impact of the campaign on the brand, and to understand engagement, appeal and the credibility of the creative concept, 'The Plan'.

What We Did

We used NuroQ™, a hybrid method, which uses both best practice qualitative methods to capture and explore conscious reactions, and the latest neuroscience techniques to capture the (equally if not more important) sub-conscious reactions to the campaign and its potential brand impact.

The Outcome

Both the qualitative and neuro findings confirmed that the creative is engaging, credible and would have the desired impact on the AGL brand.